

# HEAL 2015 Resident Leaders Learning Community

## HEAL Zone Phase 2 Steps for Application Process

### GATHERING INPUT

*Timeline (now-Aug 30<sup>th</sup>)*

#### **Purpose:**

To engage in a collaborative process to collect and review data from multiple sources to identify accomplishments to date, resulting changes and impacts on the lives of residents in your community

#### **Activity Ideas** (generated at July 31<sup>st</sup> meeting)

- Hear stories, especially from residents.
- Have residents vote on priorities.
- Take advantage of gatherings that are already set (e.g., Zumba class).
- Do *Photovoice*.
- Review accomplishments/challenges and present to steering committee.
- Remind residents how they shaped original strategies.
- Do Key Informant Interviews with partners, youth, residents, etc. Ask them: What's working? What's not? How much do they know about HEAL? Then, present findings to partners and the community and identify priorities.
- Conduct a needs assessment.
- Collect ethnographic data ("a day in the life").
- Gather up and review: Evaluation data, city data, school data, county data, epidemiological data, hospital data (e.g., CHNA report), and maps.
- Showcase successes (e.g., certificates), honor those who helped create accomplishments and use it to talk about what worked well.
- Create materials to showcase work and use those materials to open a discussion with schools, parents, students, etc.
- Hear from more residents.
  - Have residents present at meetings.
  - Use promotional tools that are a good fit for who you're trying to target (e.g., meetup.com).
  - Mobilize residents who are engaged to recruit other residents.
  - Have residents bring a friend.
  - Provide incentives (e.g., corner store gift cards, child care, yoga mats).
  - Redefine what a "meeting" is.
- Figure out which partners are missing from the table.

### STRATEGY ASSESSMENT

*Timeline (Sept 1<sup>st</sup>-Sept 14<sup>th</sup>)*

#### **Purpose:**

Using the data gathered from the previous phase, assess what strategies are working, what strategies are not working, and what opportunities exist to address gaps

#### **Activity Ideas**

- Assess strategies of stakeholders.
- Assess stakeholder's readiness and capacity (need tools).
- Use the data!
- Assess community desires, needs, and wants.
- Have facilitated meeting to assess strategy priorities.
- Look where we've been, see where we can go (pre/post data).
- Look at environmental changes.
- Mentor residents to do the strategy assessment.
- Conduct public opinion polls.
- Ask the community (e.g., do they want to do Phase II?).
- Look at return on investment and cost of strategies.
- Look at dose.
- Question: What if there's not enough data to tell?

### STRATEGY DEVELOPMENT

*Timeline (Sept 14<sup>th</sup>-Oct 20<sup>th</sup>)*

#### **Purpose:**

To identify objectives and strategies to achieve the goals of the initiative

#### **Activity Ideas**

- Framing is important
- Establish a plan with the leadership team
- Have a stakeholder meeting to prioritize strategies

#### *For stakeholder meeting(s):*

- Create a glossary (e.g., strategy vs. activity)
- Ask: What can be done without HEAL?
- Conduct key informant interviews prior to meeting
- Create a list of accomplishments to help prioritize
- Define consensus
- Include polling/voting
- Report back from dot voting
- Create parking lot list, ask leaders to step up if they want to tackle these
- Discuss needs for prioritized strategies
- Allow for the organic
- Meet with strong stakeholders beforehand